

## **Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

Claim 1 (currently amended) A system of collecting survey information comprising:

a server for serving a first questioning series of  
core item questions developed to support a survey  
purpose; and wherein

said server is also for serving a second questioning  
series of drill-down questions, wherein each one  
of the drill-down questions is associated with  
one of the core item questions or another drill-  
down question and is presented only when a  
response to the associated ~~core item~~ question  
meets a specified criterion;

a database for storing survey participant answers to  
said core item questions and/or said drill-down  
questions; and

a survey presentation unit for automatically  
formatting and presenting said survey participant  
answers as a survey result to a user. [[,]]

~~wherein the system is one of an automated questioning~~  
~~and recording system and an agent questioning and~~  
~~recording system,~~

~~wherein the system is able to switch between the~~  
~~automated system and the agent system during the~~

~~first questioning series and the second  
questioning series.~~

Claim 2 (canceled)

Claim 3 (currently amended) The system for collecting survey information of claim 1, wherein the second questioning series includes ~~contains~~ verbatim questions, and wherein said system includes a voice recorder for recording said verbatim answer given by survey participant, wherein said recorded verbatim answer is stored in said database by said system;

wherein a ~~related~~-verbatim question is presented only when a response to a previous question meets a specified criterion,

~~and wherein a detailed response to the verbatim question may be given to further explain the response to the previous question.~~

Claims 4-5 (canceled).

Claim 6 (currently amended) A method of collecting and managing survey data comprising the steps of:

presenting a first core item question to a survey participant and recording a response to the first core item question in a database;

automatically interpreting the first core item response for meeting a specified criterion;

presenting at least one drill-down question to the participant and recording a response of the participant to the drill-down question in the

database, said presenting of said at least one drill-down question occurring only if the first core item response meets [[a]] the first specified criterion,

automatically interpreting the response to the drill-down question for being within a predetermined acceptable response range, and

presenting at least one verbatim question to the participant and recording a verbal response of the participant in the database, said presenting of said at least one verbatim question occurring only if the drill-down response is not within [[a]] the predetermined acceptable response range; and

presenting a second core item question and recording a response to the second core item question; and

automatically compiling and presenting a survey report to a user, said survey report utilizing the answers collected from said survey participant for said report.

Claims 7-11 (canceled)

Claim 12 (new) The system of claim 1, further comprising a voice recognition subsystem for converting vocal answers of the participant to said questions into non-vocal data for storing in said database.

Claim 13 (new) The system of claim 12, further comprising a display for presenting said questions to an agent, wherein said system monitors said answers of the

participant and switches to a manual survey mode if the participant requests a transfer to said manual survey mode or said system switches to said manual survey mode in response to an evaluation of one or more of said answers of the participant or in response to a lack of an expected answer of the participant, and wherein said server serves the same questions to the agent that said server would automatically present to the participant so that the agent can present said same questions to the participant.

Claim 14 (new) The System of claim 13, wherein the user is validated by said system prior to said survey result.

Claim 15 (new) A method of collecting survey information comprising the steps of:

providing a list of core item questions;

providing a list of drill-down questions, wherein each one of said drill-down questions is associated with one or more of said core item questions and/or is associated with one or more different ones of said drill-down questions;

providing a list of verbatim questions, wherein each one of said verbatim questions is associated with one or more of said core item questions and/or is associated with one or more of said drill-down questions;

contacting a survey participant;

one of a plurality of agents requesting that the participant participate in an automated survey;

if the participant agrees to participate in said automated survey, conducting an automated survey including the steps of:

- automatically presenting one or more of said core item questions to the survey participant;
- automatically storing an answer of the survey participant to said one or more of said core item questions in a database, wherein said recording includes voice recognition of said answer prior to said recording;
- automatically presenting at least one of said drill-down questions to the survey participant only if said answer of the participant to a prior presented core item question or a prior presented drill-down question associated with said at least one drill-down question meets a specified criterion;
- automatically storing an answer of the survey participant to said at least one drill-down question in said database, wherein said recording includes voice recognition of said answer prior to said recording;
- automatically presenting at least one of said verbatim questions to the survey participant only if said answer of the participant to a prior presented core item question or a prior presented drill-down question associated with said at least one verbatim question meets a specified criterion;

automatically recording an answer of the survey participant to said at least one verbatim question and storing said recording in said database, wherein said recording is a literal recording of the participant's spoken answer;

automatically transferring from said automated survey to a manual survey if one or more of (1) the participant requests an agent, (2) the participant fails to respond to a question, and (3) an answer given by the participant meets at least one specified criterion;

if the participant does not agree to an automated survey, requesting the participant to participate in said manual survey, or if transferred from said automated survey, conducting said manual survey, wherein said manual survey utilizes the automated survey method except that said questions are first automatically presented to one of the agents and then provided by said one of the agents to the participant; and

using said answers in said database for generating a survey report.

Claim 16 (new) The method of claim 15, wherein none of the answers provided by the participant are provided using a touch-tone system.

Claim 17 (new) The method of claim 15, further comprising the steps of:

automatically compiling said answers into said survey report; and  
presenting said survey report to an authenticated user of said system.

Claim 18 (new) The method of claim 15, wherein all of the answers provided by the participant are provided orally and wherein all of said answers except answers to said verbatim questions are interpreted by using automated voice recognition.

Claim 19 (new) A system for implementing the method of claim 18, said system comprising a server, a terminal, a voice recognition application, and said database, wherein said questions are stored in said system, said presenting steps are performed by said server executing one or more computer programs, said terminal is for displaying said automated questions to said one of the agents when said manual survey is being conducted, and said voice recognition application is for providing said automated voice recognition.

Claim 20 (new) A system for implementing the method of claim 17, said system comprising a server, a terminal, a presentation unit, and said database, wherein said questions are stored in said system, said presenting steps are performed by said server executing one or more computer programs, and said terminal is for displaying said automated questions to said one of the agents when said manual survey is being conducted, and wherein said presentation unit is for presenting said survey report to the authenticated user of said system.

Claim 21 (new) A system for implementing the method of claim 15, said system comprising a server and said database, wherein said questions are stored in said system and said presenting steps are performed by said server executing one or more computer programs.